



Town of Wellesley

Public Outreach Coordinator, Request for Quotes

The Town of Wellesley's Hardy, Hunnewell, and Upham Master Plan Committee (HHUMPC) is seeking quotes for qualified professional services to develop, manage, and implement a public outreach plan to reach a broad range of stakeholders, increase public awareness, assist consensus building, and prioritize goals for the improvement of three of the Town's school facilities: Hardy, Hunnewell, and Upham Elementary Schools.

General Procurement Information

This Request for Quotes (RFQ) does not commit the Town of Wellesley ("The Town") or the HHUMPC to approve a Statement of Work (SOW), pay any costs incurred in the preparation of a respondent's response to this RFQ or to procure or contract for products or services. HHUMPC reserves the right to accept or reject any and all quotes received as a result of this RFQ and to contract for some, all or none of the products and services as a result of this RFQ. HHUMPC further reserves the right to negotiate with any or all qualified respondents and to cancel in part or in its entirety this RFQ if it is in the best interest of HHUMPC or the Town of Wellesley to do so.

HHUMPC reserves the right to amend this RFQ at any time prior to the date the responses are due. Any such amendment will be posted to the Town of Wellesley website at www.wellesleyma.gov. Bidders are advised to check this site regularly, as this will be the sole method used for notification of changes. The Town of Wellesley will award the contract to the responsible person offering the needed quality of supply or service at the lowest quotation.

THIS RFQ AND ALL RESPONSES HERETO INCLUDING THE WINNING BID SHALL BECOME PUBLIC RECORD AS OF THE DATE THE CONTRACT REFERENCED HEREIN IS AWARDED, AND CAN BE OBTAINED FROM THE SELECTMEN'S OFFICE, BY SENDING AN EMAIL TO MJOP@WELLESLEYMA.GOV. ANY PORTIONS OF A RESPONSE THAT ARE LABELED AS CONFIDENTIAL WILL STILL BE CONSIDERED PUBLIC RECORD.

By submitting a quote in response to this RFQ, bidders agree to the following terms:

- 1) The Town of Wellesley and HHUMPC will not pay for any costs or charges other than those set forth in the respondent's quote in response to this RFQ.
- 2) All quotes submitted in response to this RFQ must be valid for a minimum of ninety (90) calendar days.

Background:

The Hardy, Hunnewell and Upham Master Plan Committee (HHUMPC) has been charged with evaluating the needs for three (of seven) Wellesley elementary schools and developing a recommendation for their renovation or reconstruction. A committee that previously developed a master plan recommendation for the three schools was criticized for not making broad public outreach part of its process. The HHUMPC's charge is the following:

- 1) To determine objectives for additional enrollment/demographic and traffic studies related to the master planning for Hardy, Hunnewell and Upham schools, and to select and manage consultants in the execution of those studies.

- 2) To consider the work previously performed by the School Facilities Committee and the HHU Parent Advisory Committee.
- 3) To develop and recommend a master plan for HHU, subject to the following guidelines:
 - Foremost, the plan must adequately support the educational program, with goals of providing a world-class education for all students, maintaining current School Committee class size guidelines, and supporting educators' needs.
 - The plan must preserve Wellesley's neighborhood school model.
 - The plan must take into account enrollment needs, based on the Committee's evaluation of the various enrollment projections available.
 - The plan must account for the need for swing space, with a goal of minimizing disruption to students and their families, staff and surrounding neighborhoods.
 - While redistricting is likely to be a significant consideration in some potential plans, and the Committee may consider various redistricting models, the Committee is not charged with developing a final detailed redistricting recommendation.
 - The Committee must consider the plan's needs and costs with respect to school transportation.
 - The Committee must consider any plan's projected impact on traffic and safety.
 - When considering any plan that includes a school closure, the Committee must consider the emotional and cultural impact of closing a school.
 - The Committee must consider the historic nature of each of the three buildings.
 - The Committee must consider sustainability and environmental factors, and weigh those aspects against other considerations.
 - The Committee must consider the relative financial impact on the Town of potential plans, including both capital investment and ongoing operating costs.
 - The Committee must consider the recommended plan's potential for gaining approval from Town Meeting and the Wellesley community as a whole.

As such the HHUMPC is now looking to engage a professional services group to help with three main activities:

1. Develop a strategy for public communication, outreach and consultation – e.g. surveys, public forums, open houses – that provides input from the widest possible range of Wellesley residents
2. Determine the optimal timing for gathering public input and facilitate the implementation
3. Evaluate the output of the public outreach and provide a report to HHUMPC that details the results and provides recommendations on next steps for public dissemination of findings and recommendations

The aim of this research is to inform the areas of concern that the HHUMPC should ultimately take into account when evaluating future options for the three schools and understand the relative importance of each of the criteria to the residents of Wellesley. In an effort to define some of these topics, the Committee has developed a list of evaluation criteria that include, but need not be limited to:

- Enrollment Capacity
- Educational Needs
- Neighborhood Impacts
- Environmental Impacts and Site Constraints
- Swing space, Timing, and Impacts to Learning During Construction
- Traffic Impacts Town-wide
- Traffic Impacts for Neighborhoods
- Attendance Zones and the Town's Neighborhood Schools Model
- Cost to Build
- Operational and Additional Costs
- Life of Newly Built or Renovated Building
- Sustainability
- Preservation of Historic Features

To view extensive documentation related to this work and past efforts please go to:
http://wellesleyma.gov/Pages/WellesleyMA_HHU

Scope of Services

The Public Outreach Coordinator will work closely with the HHUMPC to engage the public and communicate Project information. The Public Outreach Coordinator will have an important role in the public involvement process. Services may include, but not be limited to, the following tasks:

- Develop a Public Involvement Plan that will allow the HHUMPC to engage with a broad cross-section of the town population.
- Develop and produce a Project Fact Sheet for submittal and acceptance by the HHUMPC. The goal of this piece will be to re-introduce the Project to the public; provide informational data and project status; and outline the tasks to be accomplished in the Project.
- Develop community surveys, interviews and focus groups, as appropriate.
- Develop or assist with the development of messaging materials or public presentations
- Craft content for the town's website.
- Attend public meetings and community presentations, as directed by the HHUMPC
- Develop a tracking and response system for community issues and comments, and recommend mitigation.
- Provide a final report of the Public Outreach Coordinator's initiatives, activities and findings.
- As needed, assist with the development of the HHUMPC's 'Final Recommendations' deliverable, which will consist of a comprehensive Report.

Resources and Timing

HHUMPC will use all available resources to communicate Project information including, but not limited to, broadcast and print media, a dedicated HHUMPC Project website, existing HHU Facilities Project website, social media, fliers, fact sheets, newsletters, email, presentations, briefings, and meetings.

HHUMPC would look to initiate its public outreach program by the end of September 2016 with an aim to complete the process by the end of November in order to have sufficient time to propose recommendations to Town Meeting in early 2017.

Broader funding for the HHUMPC has already been allocated, meaning the work outlined above can commence as soon as a quote is accepted; however, there are existing constraints to the overall project budget. As a result, where possible please provide cost broken out for individual pieces of work – e.g. survey and public forum data gathering vs. message development and dissemination of findings. This will allow the HHUMPC to take a stepwise approach to the project if needed.

The HHUMPC will select a public outreach coordinator by mid-September, 2016 and the contract would run to December 31, 2016. Otherwise, the project timetable is currently envisioned to be as follows:

September 9 th	Consultant Quotes received
September 30 th	Consultant engaged and presented with initial school facility scenarios
October 1 st – November 15 th	Public engagement
October 15 th – November 30 th	Diligence on selected scenarios
December 6 th	Preliminary Recommendation to joint meeting of Selectmen and School Committee

Submitting a Quote

Please submit your quote by **September 9, 2016 at noon** to:

Meghan Jop
Deputy Director

Email: mjop@wellesleyma.gov

Qualifications

The proposal must include sufficient information to demonstrate the capability, integrity, and reliability to perform the services that the HHUMPC has requested.

Quotes

All submitted Quotes from prospective consultants should contain the following information:

- Prospective consultant's name and resume;
- Addresses and telephone numbers of all prospective consultant offices;
- Structure of prospective consultant (i.e., sole proprietorship, partnership, corporation);
- Names and addresses of all partners, directors, and owners (if applicable);
- Names of all persons or entities that will have a financial interest in the contract if awarded;
- Size of prospective consultant firm;
- Number of years the prospective consultant has been in business;
- Names and resumes of principals in prospective consultant firm;
- Evidence that the prospective consultant has current professional liability insurance applicable to the work;
- At least three municipal references that can speak to the quality of service provided during public outreach projects and links to reports or websites established for the projects. It is preferable to have references in Massachusetts of the New England area, but not required. References should, if at all possible, be from a community of similar size and socioeconomic characteristics for which the consultant has provided a similar size and/or scope of services as requested by the HHUMPC.
- Summary of expected costs, including a range of potential services, **with a cost not to exceed \$20,000.**
- Listing of any actions taken by any regulatory agency or litigation involving the prospective consultant or its agents or employees with respect to any work performance.

Presentation

The HHUMPC may ask that finalists meet with the Committee and give a brief presentation.

Contact

Please contact Meghan Jop, Deputy Director at (781) 431-1019 ext. 2205 or mjop@wellesleyma.gov